

ROCKVILLE ANNUAL REPORT

FISCAL YEAR 2014 (July 2013 - June 2014)

CITY OF ROCKVILLE ANNUAL REPORT

FROM THE CITY MANAGER

To the Mayor and Council, residents and taxpayers of Rockville:

On behalf of the City staff, it is my honor to present the "Fiscal Year 2014 Annual Report: Connecting, Delivering, Achieving."

During FY14, which ended June 30, the City made strides in a number of areas.

In February, the Mayor and Council's retreat yielded a vision for what a successful Rockville will look like. Be sure to read their "Critical Success Factors" on this page for insights about their vision.

The Mayor and Council's direction guides my work, and the work of all City employees, and you will see that reflected in the department accomplishments on pages 2-7 of this report, as well as on page 8, where we present goals for the current fiscal year.

I am proud of Rockville's efforts across the board in FY14, as departments strengthened connections between City Hall, residents, other governments and the business community; delivered exceptional services and project results; and achieved recognition for high performance.

Under the leadership of the Mayor and Council, City department heads and staff continued to manage taxpayer dollars responsibly, and their efforts were recognized with the reaffirmation of Rockville's AAA/Aaa bond rating. This rating continues to provide the City with the flexibility to invest in projects that will make Rockville an even better community in the future.

Also in FY14, City staff with the support of the Mayor and Council:

- Oversaw a **City election** in which voters elected a new Mayor and Council and expressed support for lengthening terms for the Mayor and Council from two years to four beginning in 2015.
- Supported the Mayor and Council in advocating for additional state funding for school construction.
- Made free, robust, high-speed Wi-Fi available at City of Rockville offices, the F. Scott Fitzgerald Theatre and recreation centers.
- Provided 676 scholarships, totaling \$50,000, from the **Youth Recreation Fund** to Rockville children participating in City recreation programs.
- Launched **Engage Rockville**, an online community forum for gathering ideas to use in planning the City's future.

In reading this annual report, you'll find more ways the work of the Mayor and Council and City employees make life in Rockville better. I look forward to connecting with you so we can continue to deliver exceptional results and achieve success together.

Barbara B. Matthews

Barbara B. Matthews,
Rockville City Manager



'Critical Success Factors' to Achieving Mayor and Council Vision

Rockville's council-manager form of government stipulates that the Mayor and Council set policy and the city manager, whom they appoint, carries out that policy direction through the oversight of City employees.

The Mayor and Council have identified eight critical success factors, which represent what the City will look like when the Mayor and Council achieve their shared vision. They are:

■ Effective City Service Delivery

Rockville is known for exceptional, personalized service delivery to residents and businesses, characterized by efficient, well-documented processes that are administered equitably by a motivated workforce of employees with a "can-do" attitude. The City has talented leadership that ensures the City government is moving in the right direction.

■ Good Governance

The Rockville Mayor and Council work well together to make decisions for the betterment of the City, and the City enjoys excellent relationships with Montgomery County, the State of Maryland and other governmental entities.

■ Livable Neighborhoods

Rockville is a community of diverse neighborhoods offering a high quality of life. This has been accomplished by the City's commitment to public safety, pedestrian safety, traffic mitigation, diversity in housing options, property maintenance and support for high quality education and City services that address the needs of all constituencies.

■ Fiscal Responsibility

The City of Rockville has a track record of fiscal stability evidenced by exemplary bond ratings, appropriate reserve planning and well-thought-out and researched capital and operating plans.

■ Well-Planned Community

Rockville is the epitome of a well-planned community that constantly reinvents itself and manages increasing density and growth associated with being part of a major metropolitan area. Rockville is known for quality transit-oriented and mixed-use development. The City's "Rockville Pike Plan" demonstrates best practices in multi-modal transportation planning. It offers retail, housing, parks and



Left to right: Councilmembers Tom Moore and Beryl L. Feinberg, Mayor Bridget Donnell Newton, Councilmembers Virginia D. Onley and Julie Palakovich Carr.

other amenities that are desirable to diverse populations.

■ Engaged Residents

Rockville residents are engaged in their community and take an active interest in City government. They volunteer for City boards and commissions and turn out to vote in City elections. Effective communication flows in both directions between the City government and its stakeholders. The City ensures residents have access to information about City services in a variety of formats and languages, and through a variety of tools. The City reaches out to all populations to provide relevant information in a timely manner, while actively listening and collecting feedback.

■ Responsible Economic Development

Rockville has an enviable business climate. The community enjoys a

balance of commercial and residential development, a mix of small and large businesses representing a wide variety of industries and services, and well-paying jobs. New investment is encouraged by innovative business incubators and the strong presence of the federal government and contractors. The development community is supported by an efficient development process that balances and respects private and community interests in the process.

■ Stewardship of Infrastructure

Rockville maintains existing City infrastructure (bridges, water pipes, buildings, amenities, etc.) through responsible planning for future needs and sound fiscal decisions for the long term health of the City.

Mayor and Council Progress on their Priorities

Key Accomplishments in FY14

- ✓ Adopted a balanced **FY15 budget** with no increase in the property tax rate.
- ✓ Appointed the first members to the City's new **Ethics Commission**.
- ✓ Hosted a Walking Town Meeting in the North Farm neighborhood.
- ✓ Amended regulations on emergency generators to address resident concerns.
- ✓ Amended the City Charter to add several prohibitions against discrimination in employment.

Goals in FY15

- Host production of a documentary on "**Our Town - Rockville**" by Maryland Public Television.
- Conduct a series of worksessions, public hearings, and town hall meetings to review **Rockville's Pike Plan**.
- Recommend short- and long-term actions to address the condition of the **King Farm Farmstead**.
- Advocate in the state legislature for additional revenue for transportation, open space/recreation facilities and school construction.
- Respond to a study on services available for seniors in Rockville.
- Enhance the working relationship between the City and Montgomery County.

City Departments At Your Service

CITY MANAGER'S OFFICE

The City Manager's Office implements the policies and strategic plans of the Mayor and Council, provides professional recommendations to the Mayor and Council and oversees the day-to-day management of City operations. This office and its divisions also support the following services:

- Communication, Outreach and Public Information
- Intergovernmental Affairs and Legislative Programs
- Citizen, Resident and Neighborhood Engagement
- Americans with Disabilities Act (ADA)
- Human Rights and Mediation Services

CITY CLERK'S OFFICE

The City Clerk's Office provides administrative and clerical support to the Mayor and Council and several boards and commissions, maintains up-to-date records for the City and is charged with organizing and administering Rockville elections.

CITY ATTORNEY'S OFFICE

The City Attorney's Office provides legal support to the City of Rockville. The office serves as the legal advisor to the Mayor and Council, all boards and commissions and the City staff on all legal matters affecting the City.

As legal advisors to the City, staff from this office:

- Attends and provides legal counsel at Mayor and Council meetings, and, as needed, at meetings of the City's various boards and commissions.
- Prepares, negotiates and/or reviews all legal documents involving the City.
- Prepares and/or reviews ordinances, resolutions, and amendments to the City Code and Charter.
- Represents the City's interests in legal proceedings before federal and state courts and administrative agencies.

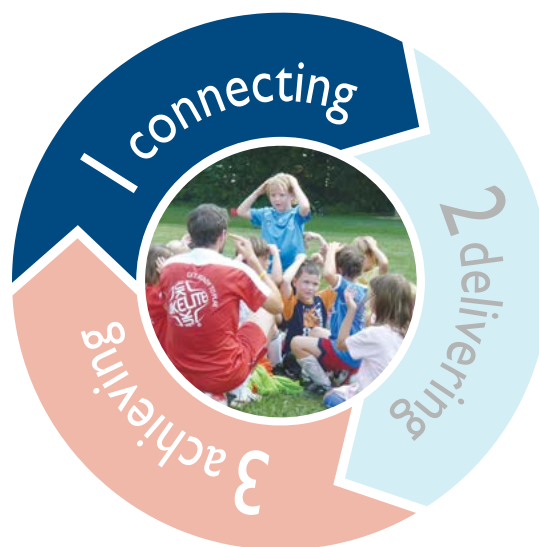


COMMUNITY PLANNING AND DEVELOPMENT SERVICES

The Community Planning and Development Services Department leads the following areas:

- The Comprehensive Master Plan and other planning efforts.
- Historic preservation.
- Affordable housing programs.
- Site plan review and zoning.
- Building and fire safety permits and inspections.

Residents making improvements to their properties, as well as commercial property owners and contractors, interact regularly *continued on page 4...*



One of Rockville's greatest strengths as a community is its diversity, which is reflected in the backgrounds, interests and experiences of residents, visitors, businesses and community organizations. City leaders, departments, employees and boards and commissions strengthened connections with these stakeholders in a number of ways during FY14.

CMO Connections in the Community in FY14

Web page views.....	3,538,492
Home page views.....	661,857
YouTube channel views	40,139
Twitter followers.....	3,781
Facebook fans	2,112

THE CITY MANAGER'S OFFICE CONNECTED BY...

- ... *Implementing* closed captioning on Rockville II (cable channel II) to support hearing-impaired viewers.
- ... *Organizing* Rockville University and the Rockville Business Academy to educate residents and the business community about city government.
- ... *Hosting* a workshop with the Human Rights Commission and Asian Pacific American Task Force about Rockville's changing demographics and strategies for engaging Rockville's increasingly diverse community.
- ... *Advocating* on behalf of the Mayor and Council for a school construction study commissioned by Gov. Martin O'Malley that will report on how to leverage funding for school construction.
- ... *Coordinating* with the Mayor and Council and Rockville's federal representatives to gain funding for Community Development Block Grants, Community Oriented Policing Services and other programs that support local government.
- ... *Working* with the Mayor and Council and county officials to ensure the following projects are funded in the county's FY15-20 Capital Improvements Program: an addition to Julius West Middle School, a revitalization project at Twinbrook Elementary School and the construction of a new elementary



school in the Richard Montgomery cluster.

- ... *Sending* Neighborhood Resources Division staff to 90 community meetings to inform and educate Rockville residents.
- ... *Organizing* seven events that celebrated community and diversity in Rockville, including the Martin Luther King Jr. Celebration and the Twinbrook Multicultural Day.

THE CITY CLERK'S OFFICE CONNECTED BY...

- ... *Providing* staff support to boards and commissions appointed by the Mayor and Council. The office recruits and assists members of more than two dozen boards and commissions. Rockville's boards and commissions, subcommittees, ad hoc groups and task forces are made up of more than 175 members who volunteer to serve the community.

CPDS Totals for FY14

Permits issued.....	4,162
Permit revenue generated.....	\$1,922,507
Inspections conducted.....	13,368
Development review applications	94
Sign permits issued	261
Block Grant funds spent.....	\$211,312

COMMUNITY PLANNING AND DEVELOPMENT SERVICES CONNECTED BY...

- ... *Launching* Engage Rockville, an on-line community forum that gathers ideas to use in planning the City's future.
- ... *Presenting* on planning and zoning topics at more than 50 community meetings, in addition to staff-supported board and commission meetings.

POLICE CONNECTED BY...

- ... *Maintaining* regular contact and communication with the City's neighborhood civic associations and homeowner associations.
- ... *Continuing* the efforts of Rockville police officers to maintain an excellent working relationship with the business community.
- ... *Coordinating* with more than 30 communities within Rockville to host National Night Out block

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parties and celebrate neighborhood camaraderie with the Mayor and Council in order to help take a bite out of crime.

PUBLIC WORKS CONNECTED BY...

- ... Installing 13 bike stations within the City of Rockville as part of the Capital Bikeshare program.
- ... Showcasing the department's big trucks and machines at the annual Equipment Show, giving kids of all ages the chance to learn about Rockville's public works.

RECREATION AND PARKS CONNECTED BY...

- ... Using federal nutrition guidelines and federally funded meal programs to provide healthy snacks at all City after-school and childcare programs, serving 131 children daily during the school year.
- ... Partnering with schools' parent-teacher associations to provide free, one-hour "Soccer Fun Day" clinics. Fall soccer enrollment increased by 50 participants. A new spring soccer league fielded 17 teams of players from pre-k through third grade.
- ... Establishing the Pete Sante Memorial Fund, managed by Rockville Seniors Inc. (RSI), to help low-income seniors pay for small safety repairs, allowing them to live and age safely in their homes.
- ... Hosting the 26th annual Hometown Holidays festival, which received rave reviews for its diverse music selection and sandy "beach."
- ... Participating in the 10 Million Kids Outdoors initiative and in a roundtable about the impact of youth environmental engagement projects.

FINANCE CONNECTED BY...

- ... Improving the online utility bill paying experience.

INFORMATION TECHNOLOGY CONNECTED BY...

- ... Providing robust, high-speed free Wi-Fi at City of Rockville offices, the F. Scott Fitzgerald Theatre and recreation centers.
- ... Improving the City government's Internet quality and capacity to increase efficiency and prepare for future technology needs.
- ... Acquiring new Virtual Private

IT STATS for FY 2014

Help desk requests.....	2,001
Desktops/laptops supported	476
Tablet devices supported	17
Physical/virtual servers supported.....	87
City facilities supported	26

Network (VPN) software and devices to allow City employees to maximize their productivity from remote locations without worrying about dropping connections or compromising the security of city data.

- ... Forming an IT Steering and Advisory Committee to oversee IT priorities and ensure that IT strategic goals and objectives are properly aligned with the vision, mission and goals of the Mayor and Council.
- ... Creating a Web-based IT education and training portal to provide City IT staff with the tools and training necessary to support the City's IT needs.

Senior fitness classes offered each week: 45

REC AND PARKS BY THE NUMBERS

Attendance at special events.....	172,000
Participants in recreation classes.....	4,203
Participants in teen programs.....	1,730
Garden plots rented.....	169
Performances at Fitzgerald Theatre.....	136
Picnic permits issued for parks.....	131
Weddings at Glenview Mansion	58

Visits to Croydon Creek Nature Center: over 20,000



LINCOLN PARK, THOMAS FARM AND TWINBROOK COMMUNITY CENTERS

Visits to the centers.....	192,692
After school, sports, toddler time, classes, camps and other programs.....	3,749
Combined memberships.....	3,436
Rentals booked	1,225

HOLIDAY DRIVE RESULTS

Households served in November	535
Households served in December	599
Toys distributed	1,144
Monetary donations.....	\$18,227
Gift card donations.....	\$3,395
Value of food and toy donations.....	\$46,305
Volunteers supporting the drive.....	320

Electronic Benefits Transfer transactions processed at the Rockville Farmers Market in FY14: 635

Rides on Senior Center buses: 33,500
Meals served to seniors: 14,967

Rockville 10K/5K runners: 1,310

Players (grades K-11) on 109 youth winter basketball teams: More than 1,000

Swim and Fitness Center visits: 300,000

Community Planning and Development Services continued from page 2...

with the department through its varied public services. A key part of the department's mission is to support four volunteer boards and commissions, including the Planning Commission, Historic District Commission, Sign Review Board and Board of Appeals.

POLICE

The Rockville City Police Department is a fully accredited agency that works with the public and other law enforcement agencies to provide the best police protection, services, education and enforcement for the Rockville community. The department is committed to ensuring the safety and protection of homes, businesses, schools and the people who occupy them. Some key issues the department focuses on are:

- Crime prevention and community policing.
- Community enhancement and code enforcement.
- Animal control.



PUBLIC WORKS

The Department of Public Works provides water, sewer, recycling and refuse, fleet services, and right-of-way management. Residents benefit from this department's hard work in a variety of ways, including:

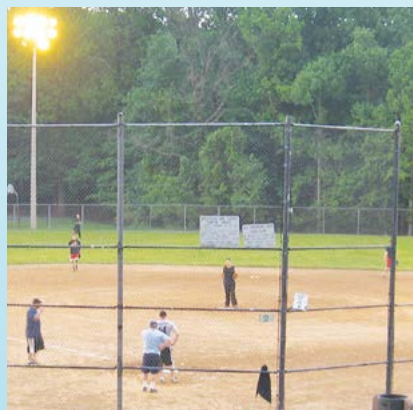
- Weekly recycling and refuse and seasonal leaf collections.
- Regular street and sidewalk maintenance and improvements.
- Winter snow plowing of Rockville streets.
- Water and sewer services.

The work of the traffic and transportation, stormwater management and environment divisions also impact residents daily.

RECREATION AND PARKS

Through its classes, camps, sports leagues, arts programs and parks and facilities, the Recreation and Parks Department offers a variety of recreational opportunities for Rockville's residents and visitors.

The department manages and maintains the City's 65 parks, three community centers, a nature center, swim and fitness
continued on page 6...



Whether it's an investment in new technology or the installation of a new playground, Rockville gets things done. In Fiscal Year 2014, the City delivered exceptional services and project results that made Rockville a better place to live, work and visit.

THE CITY MANAGER'S OFFICE DELIVERED BY...

- ... Hiring new department heads for Human Resources, Information Technology and Recreation and Parks.
- ... Responding to 650 requests for assistance through the Mayor and Council and City Manager's Office.
- ... Generating 438 community volunteer hours through neighborhood matching grants.
- ... Broadcasting 70 public meetings of the Mayor and Council, Planning Commission, Historic District Commission and Board of Appeals on Rockville's Channel 11.
- ... Issuing 194 press releases to media outlets.
- ... Launching an interactive version of "Rockville Reports" featuring live Web and video links.

THE CITY CLERK'S OFFICE DELIVERED BY...

- ... Administering the 2013 City election and supporting new members of the Mayor and Council.
- ... Assisting the Board of Supervisors of Elections.
- ... Incorporating the Mayor and Council's three advisory referendum questions about the City Charter in election planning and on the ballot.

COMMUNITY PLANNING AND DEVELOPMENT SERVICES DELIVERED BY...

- ... Supporting the Planning Commission's draft of Rockville's Pike Plan.
- ... Completing studies on updating historic preservation documents and bus rapid transit implications in Town Center to support the Mayor and Council's decision making.
- ... Distributing \$211,312 in Community Development Block Grant funds to renovate three public housing units and help eight homeowners rehabilitate their homes to improve safety and code compliance. Grant funds were also distributed to four public service agencies that assisted nearly 500 Rockville families in need.

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- ... Revised, at the direction of the Mayor and Council, the Moderately Priced Dwelling Unit (MPDU) rules and regulations to ensure certain types of senior housing, such as independent living, will provide affordable units.
- ... Creating a strategic plan for the Inspection Services Division.
- ... Initiating "Fast-Track Permits" for small projects to streamline permitting for customers.

Police Stats for FY 2014

Police officers.....	59
Responses to calls for service.....	33,119
Arrests and warrants.....	1,157
Pedestrian safety checks.....	248
Outreach/visits to businesses.....	657

POLICE DELIVERED BY...

- ... Helping to maintain a high quality of life by ensuring that people feel safe in homes, neighborhoods and businesses.

PUBLIC WORKS DELIVERED BY...

- ... Securing two Chesapeake Bay Trust Fund grants from the Maryland Department of Natural Resources totaling \$1.5 million for stormwater facility improvements and stream restoration projects.
- ... Installing a beaver deceiver at the Mount Vernon stormwater pond to prevent costly damage to the pond.
- ... Obtaining two Maryland Smart Energy Community grants from the Maryland Energy Administration totalling \$211,000 for energy efficiency improvements.
- ... Responding to 25 winter weather events with crews treating and plowing City streets.
- ... Completing a \$400,000 Hunting Hill aeration/mixing project to bring water quality into compliance with EPA regulations.
- ... Improving residential roads by maintaining high standards with the City's asphalt repaving program.

RECREATION AND PARKS DELIVERED BY...

- ... Winning a \$30,000 grant from the National Recreational Trails program to repave sections of the multi-use path through the King Farm community.

Living

- ... Working with Montgomery County to provide nutritious breakfast and lunch at three Summer Playground sites serving over 80 children. "My Plate" nutrition information was distributed to all programs and displayed throughout the City where food is served.
- ... Installing new playgrounds at Monument Park and the Lincoln Park Community Center
- ... Coordinating the design of the south pool deck, and heating and cooling system repairs and renovation project at the Rockville Swim and Fitness Center.
- ... Improving the interior of the Rockcrest Ballet Center and creating a new parking area outside.
- ... Winning a \$20,000 grant from the Maryland State Arts Council for arts programming.
- ... Upgrading the F. Scott Fitzgerald Theatre Social Hall by replacing the 1980's era restrooms, removing the 1960's era kitchen, constructing a food service area and replacing the windows, doors and floor.
- ... Replacing the remaining 1926 plaster ceilings on the first floor of Glenview Mansion.

All Departments Worked with the Finance Department to Deliver a Balanced FY14 Budget

Total operating budget for all funds	\$123 million
General fund budget	\$71 million
Capital budget.....	\$68 million
Capital projects funded.....	47

FINANCE DELIVERED BY...

- ... Maintaining Rockville's triple-A bond rating from both Standards and Poor's (AAA) and Moody's Investor Services (Aaa) under the Mayor and Council's leadership. This is the highest bond rating available and is based on the City's total debt burden, management, financial performance, and the City's economic base. The City's triple-A rating shows outside investors that the rating agencies are confident in the City's ability to repay its debt and are comfortable with the stability of the tax base and future prospects as a community. The triple-A rating also saves the City money because it is able to borrow money at lower interest rates. The City first received this bond rating in 2007.

Human Resources Stats for FY 2014

New hires.....	54
Retirees.....	17
General employees.....	428
Temporary workers.....	662

HUMAN RESOURCES DELIVERED BY...

- ... Developing an action plan for employee retirement education and holding an initial retirement preparation training (training will occur quarterly).
- ... Creating mandatory supervisory training to ensure consistency and effectiveness organization wide.
- ... Implementing the first phase of revisions to the Personnel Manual.

INFORMATION TECHNOLOGY DELIVERED BY...

- ... Developing and implementing a comprehensive disaster recovery plan for servers.
- ... Installing new firewall security devices.
- ... Coordinating comprehensive adjustments to the Geographic Information System (GIS) in conjunction with Montgomery County GIS in order to simplify the process of incorporating updates, both inside and outside the city.
- ... Configuring and publishing interactive Web maps so users can:
 - Search leaf collection route areas and dates by address.
 - Identify bicycle routes.
 - Examine planning areas.
 - Identify and register for the Summer Playgrounds program.
 - Find water main flushing dates by address.

Employment, money management and budget counseling workshops attendance: 93

Tons of salt used to respond to 25 snow and ice events: 5,739 (nearly triple the usage from previous year)

OPERATIONS & MAINTENANCE

City-maintained streets.....	156 miles
City-maintained sidewalks	279 miles
City-maintained street lights.....	3,266
City-maintained sewer	148 miles
City-maintained water lines.....	175 miles
Fire hydrants	1,384
Street signs.....	1,460 (installed, repaired or replaced)

TRAFFIC & TRANSPORTATION

Shared-use paths	35.71 miles
Carl Henn Memorial Millennium Trail.....	10-mile loop
Signed shared roadways.....	45.52 miles
Capital Bikeshare stations in the City... 13	

CONSTRUCTION MANAGEMENT

Sewer rehabilitation.....	4.6 miles
Water main rehabilitation....	2.6 miles
Asphalt paving.....	13 miles
Fire hydrants replaced	22

ENVIRONMENTAL MANAGEMENT

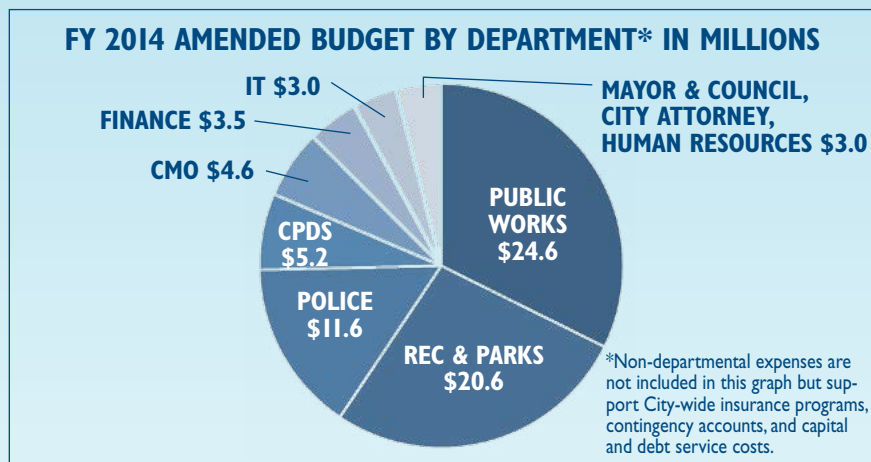
Refuse disposed..	9,767 tons
Recycling	5,316 tons
Yard waste	2,580 tons
Leaves	2,114 tons

COMMUNITY SERVICES & OUTREACH

Linkages to Learning.....	45 families/92 children
Linkages to Learning mental health help	64 youth
Youth development programs attendance...	172 kids
Mental health counseling.....	144 individuals
Attendance at tax assistance programs...	400 people

Recreation and Parks continued from page 4...

center, senior center, the F. Scott Fitzgerald Theatre and Rockville's historic Glenview Mansion. The careful programming of each of these special venues provides the public with a myriad of opportunities to play and be active.



FINANCE

The Department of Finance assists City departments in meeting their service objectives by acquiring goods and services, allocating and tracking the City's financial resources, processing financial transactions and providing information and analysis as a basis for decision making.

The department collects major City revenues and provides assistance to taxpayers and utility customers. It also provides financial planning services for the City, secures financing for capital construction and safeguards and invests City funds.

HUMAN RESOURCES

Human Resources primarily serves City of Rockville employees, ensuring that their educational, health, wellness and safety needs are met. To this end, the department creates and administers personnel policies and manages the recruitment, referral and selection of applicants to fill City jobs. Among its key tasks are:

- Hiring employees.
- Writing and implementing employee policies.
- Coordinating organizational development programs.
- Administering employee benefits.
- Supporting management.
- Managing employee health and wellness programs.
- Risk management, including safety programs and workers' compensation.

INFORMATION TECHNOLOGY

The Department of Information Technology keeps the City ticking through its management of employee telephone and computer systems, including desktop and mobile computers, wireless devices and local and wide area networks. It also maintains the City's Web servers and Geographic Information System (GIS), and collects revenues from telecommunication-related activities, including wireless leases and rights-of-way agreements.



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Rockville not only gets things done, it excels in doing so. The City continues to win the recognition of esteemed agencies and organizations for its high performance.

All Departments Achieved By...

... Supporting the development of a new website. Representatives from every department served on the City's web team, which received a High Performance Organization Award from the city manager.

THE CITY MANAGER'S OFFICE ACHIEVED BY...

- ... Winning a Silver Circle Award from the City-County Communications & Marketing Association for outstanding communication outreach efforts for the 25th annual Hometown Holidays festival. This award represents the combined efforts of video, online and printed marketing.
- ... Supporting the Mayor and Council's work to bring reasonable reform statewide to Maryland Speed Camera laws and to secure a one-time, \$1.4 million infusion of municipal Highway User Revenue from the state legislature.

COMMUNITY PLANNING AND DEVELOPMENT SERVICES ACHIEVED BY...

- ... Earning the Maryland Sustainable Community designation.
- ... Shortening building plan review times – with 80 percent of commercial plans being reviewed within three weeks.
- ... Encouraging staff members to earn important certifications, including:
 - Ann Wallas, American Institute of Certified Planners (AICP)
 - Manisha Tewari, AICP
 - Erin Wilson, AICP
 - Ray O'Brocki, Certified Building Official (CBO).
 - Tim Diehl, Certified Fire Protection Specialist.

POLICE ACHIEVED BY...

... Receiving a Certificate of Advanced Meritorious Accreditation: Gold

Standard from the Commission on Accreditation of Law Enforcement Agencies (CALEA). This is the department's seventh CALEA accreditation.

- ... Earning Maryland Impaired Driving Law Enforcement Awards:
 - Officer Michael Burns
 - Corporal Michael Sullivan
 - Officer Michael Frisk
- ... Celebrating Officer Kris Starks and Corporal Laura Myers designation as Montgomery County Crisis Center Crisis Intervention Officers of the Year.
- ... Earning recognition for Rockville's Citizens Police Academy at the Annual Governor's Crime Prevention Awards Ceremony. The Academy was one of 10 programs recognized statewide as an Outstanding Proactive Crime Prevention Program and was the 13th year that the City was recognized at the annual awards ceremony.
- ... Earning awards for seven Rockville police officers at the 25th Annual Rockville Public Safety Awards Ceremony:
 - Citation for Bravery:
 - Officer Chad Bates
 - Distinguished Service Citation:
 - Sergeant Jon Berry
 - Corporal Kyle Dickerson
 - Corporal Jamal Lewis
 - Corporal Phil Parnell
 - Corporal Jan Seilhamer
 - Meritorious Service Citation:
 - Corporal Chris Day

Rockville's Water Quality

Winning the 2014 Directors Award of Recognition from the Partnership for Safe Water for its Water Treatment Plant operations. The program emphasizes continuous treatment optimization and improvement and was developed by the Environmental Protection Agency (EPA) and the American Water Works Association.

PUBLIC WORKS ACHIEVED BY...

- ... Ranking 13th in the nation in the EPA's Green Power Community Challenge (3.9 percent of the total power consumed in the City is from alternative or "green" sources).
- ... Being named to the EPA's 2014 Green Power Leadership Club for exemplary green power procurement.

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... *Committing* to become a Maryland Smart Energy Community through a Mayor and Council resolution and to establishing energy efficiency and renewable energy goals for Rockville.

... *Having* all of the construction inspectors become Certified Professional Infrastructure Inspectors (CPII) from the American Public Works Association.

Rockville's Award Winning Parks

Winning the 'Keep Montgomery County Beautiful Award of Excellence' for:

- East Rockville Greenway
- Pumphouse at Croydon Park
- Veteran's Park
- Ponds at Falls Grove
- Veirs Mill Dr. Landscape Enhancements
- Award of Distinction: Mattie J.T. Stepanek Park

RECREATION AND PARKS ACHIEVED BY...

... *Earning* a designation as a "Playful City USA," by nonprofit KaBOOM!, in partnership with the Humana Foundation. The honor recognizes Rockville's role as a leader in playability and a community that takes bold steps to ensure all children have easy access to balanced and active play.

... *Celebrating* 25 years as a Tree City USA from the National Arbor Day Foundation.

... *Earning* the Green PLANT (People Loving and Nurturing Trees) Award from the Maryland Department of Natural Resources.

... *Honoring* Senior Services Manager Terri Hilton, who won the Maryland Recreation and Parks Association Presidential Recognition Award for dedication and service to the association.

... *Claiming* three gold medals and one bronze medal as a "Let's Move!" city for completing key health and wellness goals in an effort to combat childhood obesity.

FINANCE ACHIEVED BY...

... *Celebrating* Mary Sue Martin of the Budget Division, who was named the Roland B. Sweitzer Municipal Employee of the Year by the Maryland Municipal League.

... *Earning*, for the 25th year, the Certificate of Achievement for Excel-

lence in Financial Reporting from the Government Finance Officers Association (GFOA) for the Comprehensive Annual Financial Report (CAFR). This certificate reflects the commitment of the Mayor and Council and staff to go beyond the minimum requirements of generally accepted accounting principles to prepare a CAFR that promotes the spirit of transparency and full disclosure.

... *Earning* for the 23rd year, the Distinguished Budget Presentation Award from the GFOA for the Annual Operating and Capital Improvements Program Budget. This award reflects the commitment of the Mayor and Council and staff to meet and exceed the highest principles and best practices of governmental budgeting.

... *Earning*, for the 7th year, the Popular Annual Financial Reporting Award from the GFOA for the Popular Annual Financial Report (PAFR). The PAFR is designed to summarize and combine accounting and budget data in an effort to make the City's finances more understandable and accessible to Rockville residents.

Volunteers at Croydon Creek Nature Center 300 (1,400 hrs)
Volunteers at the Rockville Senior Center 291 (16,700 hrs)

EMPLOYEES HONORED AT CITY'S ANNUAL AWARDS CEREMONY

Years of Service Awardees	81
Customer Service Awardees	28
High Performance Organization Awardees	32



Rockville Rotary Twilight Runfest donation to Recreation Fund.....\$37,424
Money raised for community organizations during the City's special events.....\$130,000



WATER TREATMENT
Water consumed and fully compliant with state and federal quality standards:
4.6 million gallons/day



A Look Ahead

Building on the successes of Fiscal Year 2014, City leaders have set their sights on key projects for the current fiscal year. Here are some of the projects each department is tackling:

THE CITY MANAGER'S OFFICE IS...

- ... Preparing the Citizen Survey to be conducted this fall that will provide input for future Mayor and Council decision making.
- ... Continuing to advocate for Rockville interests identified by the Mayor and Council at the county, state and federal levels.
- ... Planning a new "Welcome to Rockville" initiative for neighborhood resources staff to deliver welcome packets and greetings to new Rockville residents.
- ... Ensuring effective progress on goals associated with the Mayor and Council's critical success factors.
- ... Developing a new employee award program that recognizes initiatives that save the City money.

THE CITY CLERK'S OFFICE IS...

- ... Preparing for Mayor and Council discussion of changes to the Election Code recommended by the Board of Supervisors of Elections that tighten some definitions, revise ethics information and provide an overall modernization of the code.
- ... Overseeing the Mayor and Council-approved change in the City Charter to four-year terms for members of the Mayor and Council beginning with the 2015 election.

COMMUNITY PLANNING AND DEVELOPMENT SERVICES IS...

- ... Working on planning efforts related to future bus rapid transit service through Rockville, including inter-agency coordination, community input and Mayor and Council decision making.
- ... Updating and reorganizing the City's historic preservation documents.
- ... Expanding "Fast Track" permits to include small sprinkler and fire alarm plans and small commercial tenant space projects.
- ... Streamlining the development review process and improving customer service.
- ... Supporting the Mayor and Council's review of Rockville's Pike Plan.

POLICE IS...

- ... Planning for the smooth succession of members of the police agency into leadership positions.
- ... Supporting the Mayor and Council's review of the City's Animal Control regulations.
- ... Continuing to keep residents well-informed of public safety issues.

- ... Working collaboratively with community members and other City departments to effectively address public safety issues or concerns.

PUBLIC WORKS IS...

- ... Moving to a four-day schedule for recycling and refuse collection to increase efficiency and manage cost.
- ... Designing the Maryland Avenue/Dawson Street extension in Town Center and improvements to Baltimore Road.
- ... Upgrading 15 City-maintained signalized intersections with accessible pedestrian signals.
- ... Completing the two-year, \$6 million construction at the Water Treatment Plant to ensure compliance with federal water quality regulations.
- ... Finishing design and beginning construction of the estimated \$3.1 million Horizon Hill stormwater project.
- ... Improving the Maryland Avenue sidewalk approaching Town Center to enhance pedestrian safety.
- ... Continuing a new sign maintenance program to meet the new federal mandate for minimum sign reflectivity levels.
- ... Joining the Maryland One-Call System (Miss Utility), which determines the location of underground utilities to ensure utilities are protected from damage.

Rockville – working together toward the goal of making sure the City meets the needs of all who live, work and visit.

RECREATION AND PARKS IS...

- ... Accelerating the schedule for trimming street trees and proposing changes to forestry regulations for Mayor and Council consideration.
- ... Researching services provided to seniors in Rockville and identifying opportunities to fill gaps in response to a Mayor and Council priority.
- ... Implementing Mayor and Council recommendations to improve the condition of the King Farm Farmstead.
- ... Initiating a recycling program for the park system.
- ... Launching a new teen leadership program, "Rockville Leadership Academy," to create more partnerships with high schools and increase after-school program participation.
- ... Working to increase donations to the Holiday Drive to benefit even more people in need.
- ... Partnering with the Rockville Science Center to introduce additional summer camp options at the nature center.
- ... Updating the Parks Recreation and Open Space Plan.



FINANCE IS...

- ... Working with consultants on a utility rate study to analyze the operating and capital costs of the water and sewer systems, to be concluded this fall. The study will include policy options for the Mayor and Council to consider for funding these systems and will help inform Fiscal Year 2016 budget discussions, which will begin in late 2014.
- ... Issuing \$16 million in new general obligation bonds to help fund several capital projects, including improvements at the civic center, swim and fitness center and Horizon Hill stormwater ponds.
- ... Refunding 2005 series bonds to save the City money through lower interest rates.
- ... Updating the City's Cost Allocation Plan, for the first time since 2009-10, to maintain a rational and consistent methodology for identifying and allocating indirect costs to direct cost programs.

HUMAN RESOURCES IS...

- ... Forwarding the second phase of revisions of the Personnel Manual to the Mayor and Council.
- ... Completing a review of employee salary and benefit levels to compare with other regional jurisdictions, support budgeting for personnel expenses and ensure appropriate pay for employees.
- ... Updating the Employee Handbook.
- ... Transitioning to an improved long-term disability plan for employees.
- ... Enhancing safety and health training by adding a defensive driving course.
- ... Coordinating with Montgomery County to offer training and jobs to young adults with intellectual and developmental disabilities.

INFORMATION TECHNOLOGY IS...

- ... Migrating the City's messaging platform to improve quality and efficiency.
- ... Integrating cloud-based data backup and disaster recovery.
- ... Working with 12 other jurisdictions in the National Capital Region on a next generation emergency alert and notification system. On its new software platform, Alert Rockville will have expanded capabilities for sending alerts related to severe weather, traffic or other emergencies.



MAYOR

Bridget Donnell Newton

COUNCILMEMBERS

Beryl L. Feinberg
Tom Moore
Virginia D. Onley
Julie Palakovich Carr

CITY MANAGER

Barbara B. Matthews

DEPUTY CITY MANAGER

Jennifer Kimball

COMMUNICATION MANAGER

Marylou Berg

ACTING CITY CLERK/TREASURER

Sara Taylor-Ferrell

CITY ATTORNEY

Debra Yerg Daniel

DIRECTOR OF COMMUNITY PLANNING & DEVELOPMENT SERVICES

Susan Swift

DIRECTOR OF FINANCE

Gavin Cohen

DIRECTOR OF INFORMATION TECHNOLOGY

Nicholas Obodo

DIRECTOR OF HUMAN RESOURCES

Karen Marshall

CHIEF OF POLICE

T.N. Treschuk

DIRECTOR OF PUBLIC WORKS

Craig Simoneau

DIRECTOR OF RECREATION AND PARKS

Tim Chesnutt

City of Rockville
111 Maryland Avenue, Rockville, MD 20850
240-314-5000 • www.rockvillemd.gov



Get Into It

**GET INVOLVED
IN YOUR
CITY AND
COMMUNITY**

CONTACT THE MAYOR AND COUNCIL

- By email: mayorcouncil@rockvillemd.gov
- By mail: 111 Maryland Ave., Rockville, MD 20850
- By phone: 240-314-8280

SPEAK AT COMMUNITY FORUM

- Held during most Mayor and Council meetings, residents may speak for up to three minutes. Call the City Clerk's Office at 240-314-8280.

MAKE A REQUEST, REPORT A PROBLEM OR COMMENT ON CITY SERVICES

- Online: www.rockvillemd.gov/report-a-concern
- By phone: 240-314-8139 or
- By mail: (see above).

ATTEND ROCKVILLE UNIVERSITY

- Learn about the city's history, its government and its neighborhoods. Call 240-314-8340 for information.

SERVE ON A BOARD OR COMMISSION

- Learn about vacancies or obtain an application by emailing cityclerk@rockvillemd.gov.

BECOME A VOLUNTEER

- Contact the Recreation and Parks Department at 240-314-8620 or the Community Services Division at 240-314-8310.

